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(2063)

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M.B.A. 2nd Semester Examination

Research Methodology (NS)

MBA-206

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.

SECTION - A

Attempt all questions. Each question will carry 2 marks.

1. Objectives of research.
2. Components of research problem.
3. Acceptance region.
4. Experience survey.
5. Experimental group.
6. Summated Scale.
7. Restricted Sampling.
8. Extraneous variables.
9. Factor analysis.
10. Chi-square as a test of 'goodness of fit'.

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SECTION - B

Attempt any four questions. Each question will carry 5 marks.

Distinguish the following:

1. Research methods and Research methodology.
2. Null hypothesis and Alternative hypothesis.
3. Rating and Ranking scales.
4. Primary data and Secondary data.
5. Type I error and Type II error.
6. Convenience and Purposive sampling

SECTION - C

Attempt any two questions. Each question will carry 10 marks.

1. Describe the different types of research, clearly pointing out the difference between an experiment and a survey.
2. Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?
3. What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.
4. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in detail all such steps.